Effectiveness of Covid-19 Socialization Media on Social Media and Healthy Life Behavior in Surabaya

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ABSTRACT

This study measures the effectiveness of the use of social media in conducting education and information to the people of Surabaya relating to covid-19. This study takes the object of study on the activities of Surabaya people during the implementation of social restrictions. Media socialization has now experienced significant changes, from conventional to increasingly sophisticated. This research uses simple random sampling method, while the population of this study is entirely residents in Surabaya. From this population, 300 respondents were selected as the sample who will be asked to fill in the list of questions that the researcher has made. The objectives achieved by this study are about various socialization media which can influence the awareness of Surabaya people to comply with the government's appeal during restrictions. From the results of this survey, doctors and medical personnel become trusted people to provide education, not local government and influencers.

Keywords: Digital media socialization, Covid-19, Social media

1. INTRODUCTION

The novel coronavirus first appeared when there was a report from the WHO China Country Office which mentioned the existence of pneumonia cases in Wuhan City, Hubei Province, China. Then on January 7, 2020, China identified pneumonia by giving it a label name as coronavirus. Its rapid spread made Wuhan go into shock so that the virus was declared an epidemic. Gradually, this virus spread more quickly to several countries outside China, such as South Korea, Japan, to America and Europe. So that the World Health Organization (WHO) has designated this virus as a Public Health Emergency of International Concern (PHEIC).

After successfully identifying the pattern of spread and the variety of severity caused by this virus, WHO then made the name of the virus that attacks humans as Coronavirus Disease (Covid-19). The inclusion of this category for humans is because Covid-19 has the same causes as the cause of SARS 2003, namely SARS-COV2. Therefore, the symptoms that are caused are not much different, it's just that the death rate is higher in SARS 2003. However, what is worrying about the Covid-19 case is that its spread is very fast and complex.

Today, however, in the midst of the coronavirus epidemic, we are all bombarded precisely by calls not to touch others but to isolate ourselves, to maintain a proper corporeal distance[1]. The incubation period for this virus ranges from 1 to 14 days, and is generally within 3 to 7 days according to the results of epidemiological investigations. Therefore, around March-April, Indonesia is campaigning for self-quarantine at home.

Based on the data on May 2020, the largest number of cases was China and now USA. The total number of confirmed people around the world in May has reached 4,168,427 people, while the total that has been successfully recovered is around 1,452,626 people. Death cases from this virus have reached 285,445 people. How about Indonesia? A total of 14,265 positive cases were exposed to Covid-19, with the number of deaths reaching 991 people and the recovered number around 2,881 people. Surabaya has recorded a high number of Covid-19 cases. Based on the data collected, there were 667 cases in Surabaya, of which 487 patients were currently

undergoing treatment, while 100 patients were declared cured, while 80 patients were declared dead.

Some policy makers consider that the handling of the Covid-19 virus in Surabaya during the restriction period was poor. This was assessed by one of the members of the legislative of Surabaya as a result of the City Government's unpreparedness in making a clear and conveyable roadmap to residents. The 14-day restriction in around Surabaya, covering the cities of Surabaya, Gresik, and Sidoarjo, which should be able to make people consciously and voluntarily limit their outside interactions, is deemed not yet effective and efficient. Researchers have the assumption that this ineffectiveness is caused by educational messages in the media of extension and socialization that have not penetrated into the cognitive basis of citizens, either due to unattractive content packaging or dissemination of content that has not been institutionalized.

Seeing the spread of Covid-19 in Surabaya, where there is no clear study, it is important to conduct research to monitor the extent to which Surabaya residents can understand and carry out government messages during the period of social or mobilization restriction.

2. RESEARCH METHODS

This research uses simple random sampling method, which is a technique to obtain samples that are directly carried out in the sampling unit. Each sampling unit as an element of the population has the same opportunity to be sampled and/or to represent the population[2].

While the population of this study is entirely residents in Surabaya. From this population, 300 respondents were selected as the sample who will be asked to fill in the list of questions that the researcher has made. With the number of respondents, the level of accuracy in this study reached 95 percent. Meanwhile, the margin of error is 5.6 percent.

In the education category, respondents who filled out this survey consisted of 44.7 percent of high school graduates; 39.7 percent graduated from Bachelor degree (D4/S1); 13.7 percent post graduated from S2/S3;0.3 percent of junior high school graduates; and 0.3 percent graduated from elementary school. Meanwhile, based on the category of work, students were 44.7 percent; private employees' 14.7 percent; lecturers/teachers/teaching staff 13.7 percent; self-employed 8.0 percent; government employees' 6.7 percent; housewives' 5.3 percent; factory workers/freelance workers 0.7 percent; retired 0.3 percent; and do not work by 6,0 percent.

The survey, which was conducted via google form, was conducted from 1 July to 31 September 2020. Researchers chose to use the online form because they considered the possibility of going directly to the field to conduct interviews with respondents.

In the midst of the situation as mentioned, the researcher maximizes the spread of google form via messaging media which focuses on residents who live in Surabaya. After all of them reached the target of 300 respondents, the researcher processed the collected data using the Statistical Package for the Social Sciences (SPSS) application which made it easier to group the respondent's answer units (coding) for analysis.

The variables used in this research are:

2.1. Social Media

In the pocket book, "Guidelines for Social Media Management", social media describes social media as "... a media platform that focuses on the existence of users who facilitate them in their activities and collaborations. Social media can be seen as a medium (facilitator) in networking (online / online) that strengthens relationships. between users as well as a social bond."[3] In utilizing social media, the (social) people who are in it form a kind of bond and interest in a keyword. Between individuals moving in cyberspace is bound by communication activities that are not limited. All of them can post messages and reply to existing messages at the same time. The messages contained in social media also take various forms, ranging from written, audio-visual, meme images, to infographics.

Because of the freedom offered by social media as well as many treats, social media has become a barn that is in great demand by office holders to send messages related to a policy. The average message packaging presented on social media is in the form of infographics both in the form of images and videos. Infographics as Lankow said, (2014) are defined as visual communication media that can replace too long explanations, and replace all kinds of tables full of complicated mathematical diagrams and numbers[4].

Besides infographics, meme images are also an interested thing in social media. In memes, there are direct messages without code, namely messages that arrive at someone without having to interpret them. When looking at it, someone does not have the space to question the relationship between images and reality. Barthes, in Sunardi (2002) mentions the position of the image as an analogue (perfect representation) and the message is presented directly[5]. Next, from the image, an engineering technique is inserted, in the form of trick

effects, poses, object selection, and captions. So that people who see the picture have the interest to enter the messaging room.

2.2. Community Behavior

In social media studies, individual and group behavior are factors that really need to be considered as message objects. The media as a means of communication needs to see the needs and motivations of the individuals who are to be given the message. The knowledge and ability of these individuals in capturing or executing a message communicated through the media is influenced by three basic things, namely 1) individual knowledge of the subject matter; 2) individual ability to receive messages through the media used; and 3) individual knowledge, especially the vocabulary used[6]. Increasing pandemic fears due to fake news and misinformation is another challenge of the social media platforms that's should be managed by health authorities or governments[7].

It cannot be denied that the theory of individual difference and the theory of social categories as proposed by DeFleur and Bell-Rokeach are very important. The two communication figures emphasized that each person has different self-conditions based on experience and environment, as well as age, gender, religion, income, and education level. For example, religion, in the Covid-19 case, in which the restriction demanded that the place for rituals of worship be vacated temporarily, the congregation had many pros and cons. That proves a view regarding the differences that the researchers mean[8].

People are currently more positive towards the car and far more negative towards public transport. Changes in outdoor activities seem to be temporal, with over 90% of people who currently reduced their outdoor activities not expecting to continue this behavior in the future after corona. The coronavirus crisis might result in structural behavioral changes, although future longitudinal analyses are needed to observe these possible structural effects[9].

Therefore, people's behavior in communication is often congruently associated with the socialization carried out by interested parties to give messages. Socialization is a process of instilling group values in a person. If further developed, the socialization will require individuals and groups to participate in conditions that occur in their environment. This activity requires massive interaction between people from various clusters. In this case, it is necessary to understand that the interactions that have occurred in the history of human life have experienced significant developments. If in the past people interacted face to face through large or small scale forums, nowadays people no longer need to meet each other just to convey and receive educational messages. The current

era, as what many scientists call the digital era, has changed human habits in interacting. This was facilitated by the emergence of increasingly sophisticated technology and information systems in the form of social media[10]. Social media is in no way a cure for misinformation, but it is widely used and is here to stay. Just sharing facts will not change behaviors, and more needs to be done[11].

3. RESULT AND DISCUSSION

The most significant government measure for the control of covid-19 is social distancing. Social distancing has resulted in an increase of social media use. Social media is the modern way of communication and allows people to interact with each other via text, videos, pictures and music. More than 40% of the world's population is a social media user and more than 1.5 billion are daily active users[12].

In this study, several important notes were found, especially those related to the infographic and meme-based socialization model of Surabaya's public awareness. As many as 49.0 percent of respondents answered that social media was the information media that provided the most information to respondents about Covid-19. Following below, 25.7 percent of respondents knew Covid-19 information from online mass media. Meanwhile, the WhatsApp app itself was only in fourth place with 5.0 percent of voters. It turns out that the identity of "whats app" as the communication media most accessed by the public, in the context of Covid-19 information, is still inferior to television, which 15.3 percent of respondents consider to be faster in reporting Covid-19 information.

Turning to the intensity of accessing information about Covid-19 to find out about the progress of the case, 33.0% of respondents answered that they occasionally opened information media, both television, newspapers and social media, to find out about the development of Covid-19. Meanwhile, only 5.0 percent always find out how far this case has gone. Excellent only one percent of respondents who answered never access the socialization media.

From the question regarding the desire to follow the development of this case, the researcher asked another question about the extent to which respondents took advantage of the role of social media as a means of transmitting Covid-19 information through the intensity of the respondent in accessing social media. As many as 41.3 percent, they answered that they often follow the development of Covid-19 via social media. Meanwhile, those who answered always only amounted to 11.0 percent. Winning 9 percent of the 2.0 percent of

respondents who answered never used social media to access Covid-19 information.

But to be more balanced, researchers did not only ask for social media, but also asked about the internet and government websites as media that also provide information about Covid-19. As a result, 33.0 percent of respondents answered that they often use the internet to find out about Covid-19. Slightly different from the 29.7 percent of respondents who answered rarely. Judging from the consistency, most of the respondents' answers focused on the internet only, while government websites were still very minimal.

This can be seen when respondents are asked about whether or not they have accessed the Surabaya government website which specifically provides information about Covid-19, namely https://lawancovid-19.surabaya.go.id/. As much as 51.7 percent of respondents said they had never accessed it at all. Meanwhile, the rest answered that they had. But when the spectrum of questions was minimized on the matter of Covid-19 detection via the website as a way for researchers to measure the extent to which the government website had an influence on the behavior of website visitors, only 34.0 percent admitted to doing early detection after bringing the website. While the rest said no.

That way, the researcher then developed questions to find out which actor of the Covid-19 socialization was most trusted by the respondent. As many as 62.0 percent of respondents answered that doctors or health experts were the most trustworthy actors in providing information about Covid-19. Following below, 11.7 percent of respondents claimed to have more trust in government officials because they are considered an authorized institution. Then 7.0 respondents answered online media. Then it continued, 6.3 percent of respondents claimed to have more confidence if it was family or close friends who said this. As a match for online media, television has a following of 5.7 respondents.

Aware of the existence of other actors outside the government who often provide information about Covid-19, researchers have also included options for activists, religious leaders, and influencers or celebrities. It turned out that 4.0 percent of respondents believed NGO activists who focused on providing information about Covid-19 more than religious figures who only answered 3.0 percent. Meanwhile, influencers or celebrities still got 0.3 percent of respondents.

These findings provide evidence that the stirring of opinion on religious tendencies is not significant enough. When compared, medical reasons are far more of a consideration for residents than for religious reasons.

Before continuing to explain the results of this study, from the observations of researchers at several points commonly used for gathering, since the existence of this PSBB has been relatively reduced. Even so, it turns out that the number of people exposed to Covid-19 in Surabaya is still high. Therefore, the researchers asked questions about the extent of clean and healthy life behavior in the form of washing hands, using masks and keeping distance from other people by Surabaya residents.

Regarding washing hands, the results showed a very high number, namely 47.0 percent answered frequently, and 41.0 percent answered always. Meanwhile, only 8.7 percent answered occasionally. While the question regarding the use of masks, 73.7 percent of respondents answered that they always use masks. Meanwhile, 21.7 percent answered frequently. For respondents who answered occasionally amounted to 2.7 percent. Outstanding slightly from the 2.0 percent of respondents who rarely use masks.

Continuing on questions about compliance to maintain a safe distance in interacting with other people, 40.7 percent of respondents answered that they often adhere to this distance keeping protocol. Meanwhile 34.7 percent chose the answer always. Respondents who answer occasionally are still found here, namely 15.0 percent. The number of respondents who rarely kept their distance was 6.3 percent. The remaining 3.3 percent admitted that they rarely and almost never "keep their distance".

According to the researcher, the differentiation of compliance carried out by residents of Surabaya, which tends to be the common thread of compliance with the use of masks and maintaining distance, is influenced by the extent to which the Surabaya City government provides clarity of information and outreach to Surabaya residents as a whole. The evidence is that 54.0 percent of Surabaya residents admit that the information and socialization carried out by the government is very clear. Meanwhile, 32.7 percent answered doubtfully. The remaining 13.3 percent answered that what the Surabaya government said was unclear.

As a step to test the consistency of respondents in answering, as well as to find out to what extent the information and socialization of the Surabaya government influenced citizens in their activities during the Covid-19 pandemic, researchers asked additional questions regarding the effectiveness of information and outreach carried out by the Surabaya City government.

The result was found that 44.7 percent of the residents answered that they were implementing healthy life behavior because they felt they understood and needed to obey orders from the Surabaya City government. Meanwhile, it was still found that 13.7 percent of

respondents felt that they were not affected by the information and socialization carried out by the Surabaya City Government. Meanwhile, the remaining 41.7 respondents are in doubt. As a comparison, because the context of this research is social media and other messaging, the researcher raises questions about the effectiveness of information and socialization that respondents find on social media.

The result turned out that 49.3 percent of respondents answered that they understood better and were obedient after seeing information and socialization about Covid-19 on social media. Under 40.3 percent answered "maybe", meaning they are still in doubt. While the respondents who answered not only 10.3 percent. This is smaller than the ignorance figure generated when respondents are asked about the effectiveness of government measures.

Regarding socialization media, as already assumed, social media (twitter, facebook, and instagram) is the media most considered representative by the majority of respondents, 39.0 percent. While "whats app" which represents the popular messaging, media got 6.7 percent of the answers, losing to the direct government appeal which received 35.3 percent of respondents' answers and the government website as much as 7.7 percent of respondents. The distended position was accepted by the newspaper which only got 0.7 percent of voters, as if to emphasize that newspapers and social media were different castes in terms of information effectiveness. Therefore, the second question regarding content packaging also seems to support social media as the top of the ranking for the largest percentage of effectiveness. Because the results of the second question related to content show that 53.3 percent of respondents prefer video content, which of course is the most on social media[13].

Meanwhile, image content is in second place with 29.3 percent of voters. Meanwhile, the text only pocketed 4.7 percent of the answers. To further strengthen the answer, it was also given a choice of mix between text and images which got 5.0 percent; videos and pictures that managed to get 3.7 percent; text, video and pictures directly that are of interest to 2.0 percent of respondents; and video-text which only pocketed 0.7 percent of voters.

After presenting the results above, the researcher analyzed these findings and came up with two points. *First,* the apparatus' firmness in taking action against perpetrators who violated the social restriction regulations. As stated in the Surabaya social restriction regulation, all people are asked to carry out activities at a predetermined time. The sanctions that are emphasized in it are in the form of reprimands and punishments to make people instrumentally willing to obey these regulations. In

social science studies, Foucault has stated that discipline is closely related to power relations[14]. *Second,* the massive spread of information in several social media groups has greatly influenced the public's awareness. In the Foucauldian analysis, this phenomenon can be seen as an instrument of "the art of dissemination" which makes the body disciplined in carrying out the mechanisms of power. In connection with compliance through the spread of Covid-19, researchers assessed a message of power when there was a threat that succeeded in subduing non-compliance under normal conditions.

Social media and people's behavior in the picture above have a very strong relationship. As the demands of the 4.0 industrial revolution, social media can act instrumentally. The parties in power can use social media to convey a message of discipline in a particular policy. This delivery model - so that it can be easily accepted by the community - is required to be attractively packaged in such a way.

By observing cases, the researchers found that policy makers carefully understand that the people of Surabaya are more open to messages conveyed visually, such as infographics and memes. The message characters in the form of infographics and memes in the results have advantages that are not shared by other forms of form, namely the ease with which the message recipient understands the news content displayed in an infographic. Apart from that, psychological reasons are also the main basis for the excellence of these infographics and memes. Scientifically it is found that the human sense of sight is faster to perceive something that is visual than just text which is considered boring[15].

4. CONCLUSION

The people of Surabaya have understood the socialization media messages about Covid-19 obtained from various online information media, but access to official government media, especially the Surabaya city government, is still not massive. The discipline of the people of Surabaya is also quite high with regard to implementing health protocols. People do this frequently and always wash their hands, wear masks and also keep their distance, but this is different from the data which shows the number of cases in Surabaya remains high. It could be that this is because the way to wear a mask is not right and also wear a mask that is not standard.

The source of information that the people of Surabaya trust with the highest levels of Covid-19 are doctor, health experts and epidemiologists. Meanwhile, the least trusted information is from influencers or celebrities (0.3%). So, the trust of doctors and experts is higher than others. This is what the government needs to do to continue to educate

its people. The city government also needs to make socialization and education about covid-19 with more attractive media, especially videos, pictures and writings.

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